

Water-Efficient Products and Product Labeling: New Initiatives for Efficient Water Use

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Taking the Initiative for Water Efficiency

- The Latest Water Efficiency Campaign
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- Eight Recommendations for EPA
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The Latest Water Efficiency Campaign

- ◆ Water-efficient product labeling has been floated for at least two years
- ◆ In February 2003 the concept was endorsed by the Water Conservation Division of the AWWA
- ◆ In March the City of Seattle joined with Friends of the Earth to invite nationwide support for water-efficient product labeling

A Call to Action -- April 2003

Joint Letter from --

- ◆ Seattle Mayor Greg Nickels
- ◆ FOE Pres. Brent Blackwelder



- ◆ A simple proposition -- Consumers should be able to identify the most water-efficient products that meet their needs
- ◆ Utilities, manufacturers, and non-profit organizations invited to endorse a Position Statement on Water-Efficient Product Labeling

The Position Statement points to *environmental* concerns

- ◆ Maintaining healthy aquatic ecosystems depends on adequate water remaining in springs, rivers, lakes, and estuaries, even as we supply our communities with safe and affordable drinking water.
- ◆ The importance of water efficiency will expand as our increasing population and economic growth place additional burdens on limited supplies of water.

. and to *fiscal and economic* concerns

- ◆ Water consumption is an important factor in determining the timing and sizing of both water and wastewater capital improvements, and more efficient use of water can help moderate these costs.
- ◆ The nationwide scope of our multi-billion dollar infrastructure needs, as well as the application of federal funds to meeting these needs, combine to make water efficiency an important national objective.

Submission to EPA -- July 22, 2003

We request --

- ◆ that EPA establish a water efficiency labeling program in cooperation with manufacturers and distributors of water using appliances, plumbing products, cooling systems, irrigation devices, landscape materials, and other commonly sold products that use water.
- ◆ that EPA obtain stakeholder input from agencies, organizations, and companies on label name, logo design, product selection, efficiency criteria, and other program details.
- ◆ that this proposal be considered for funding in the President's budget for FY 2005.

Current List of Endorsers

- ◆ Over 115 endorsers --
 - ◆ 22 Manufacturers and Consulting Companies
 - ◆ 18 Environmental and Civic organizations
 - ◆ 76 State and Local Agencies, Utilities, and Utility Associations

A Steering Committee takes shape

- ◆ 20 groups from among the endorsers of the Position Statement have stepped forward with an interest in leadership on this issue
- ◆ Intend to engage EPA during the formative period of efficiency program development
- ◆ Develop recommendations for early consideration in establishing a Water-Efficient Product Program

Eight Recommendations for EPA

1. EPA should pursue water-efficient product labeling as one of several complementary strategies that promote greater end-use efficiency of water.
2. EPA should establish a water efficiency research program.
 - assess the full range of costs and benefits for water efficiency measures
 - conduct R&D on new measures
 - document potential federal and local cost reductions from their implementation

Recommendations for EPA (cont'd)

3. EPA should support the systematic review of water-using products, the characterization of the markets for such products, and the establishment of performance metrics that achieve water efficiency without compromising performance.
4. An EPA initiative for voluntary water-efficient product labeling should complement existing and future minimum efficiency standards under NAECA.

Recommendations for EPA (cont'd)

- 5. EPA's implementation of water-efficient product labeling should avoid detrimental effects to existing voluntary programs -- most notably Energy Star -- such as confusion in the marketplace or burdens upon manufacturers or distributors.**
- 6. The scope of EPA's national water-efficient product initiative should not be prematurely narrowed at this early stage.**

Recommendations for EPA (cont'd)

- 7. EPA's selection of a name and logo design for a water-efficient product program should be fully supported by professional marketing research.**
- 8. EPA should continue to seek out the views of diverse stakeholders by a variety mechanisms.**

Conclusions

- ◆ Water-efficient product labeling is a means to an end, not an end in itself
- ◆ Water efficiency measures must be supported by sound research and analysis to ensure cost-effectiveness and satisfactory performance
- ◆ Complementary strategies are essential to the success of programs to promote water-efficient products